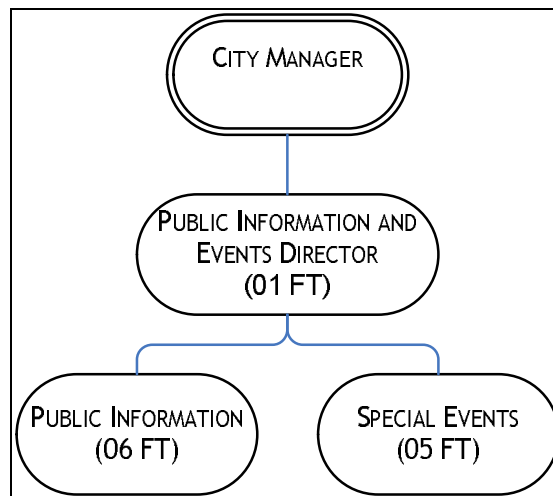


PUBLIC INFORMATION AND EVENTS

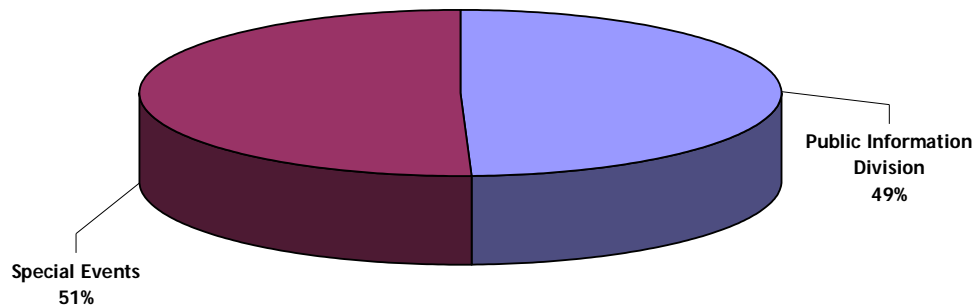
PUBLIC INFORMATION AND EVENTS OVERVIEW

The Public Information and Events Department was created in FY 2008-09 and consists of the Public Information Division and the Special Events Division. Special Events moved from the Parks and Recreation Department when this department was created. The new department is responsible for coordinating and overseeing all aspects of communications and public relations as it relates to the City's many constituencies, and administering and regulating community events.



FY 2008-09 PUBLIC INFORMATION AND EVENTS OPERATING BUDGET

\$888,280



PUBLIC INFORMATION AND EVENTS FY 2008-09 OPERATING BUDGET SUMMARY					
	2005-06 Actual	2006-07 Actual	2007-08 Budget	2008-09 Budget	% Change FY09 - FY08
<u>Divisions</u>					
Public Information Division	\$ 0	252,614	741,577	439,127	-40.8%
Special Events	310,852	295,940	371,875	449,153	20.8%
Subtotal, Divisions	\$ 310,852	548,554	1,113,452	888,280	-20.2%
<u>Expenditure Category</u>					
Personnel Services	\$ 201,631	437,389	763,921	718,046	-6.0%
Operating Expenditures	77,935	97,354	339,734	160,934	-52.6%
Risk Charges	31,286	13,811	9,797	9,300	-5.1%
Capital Outlay	0	0	0	0	0.0%
TOTAL EXP. BY CATEGORY	\$ 310,852	548,554	1,113,452	888,280	-20.2%
	2005-06 Actual	2006-07 Actual	2007-08 Budget	2008-09 Budget	
<u>Authorized Staffing</u>					
Public Information Division	0	4	7	7	
Special Events	4	4	5	5	
TOTAL STAFFING	4	8	12	12	

PUBLIC INFORMATION DIVISION

The Public Information Division is responsible for coordinating and overseeing all aspects of communications and public relations as it relates to the City's many constituencies, including residents, media outlets and their representatives, business owners, visitors and elected officials, etc. The staff works behind the scenes to develop City messaging and programs that effectively communicate the City's goals, accomplishments, and projects. The Public Information Division works with all City departments to provide public relations support as well as creating fresh ideas, graphics, and new perspectives to print and collateral pieces. The division maintains the City's websites (greatergreenville.com, greenvillezoo.com, saturdaymarketlive.com, ridegreenvillelink.com) and the government access cable channel GTV-15 providing access to Greenville's government 24-hours a day.

In addition, Public Information provides outstanding customer service and information to the citizens of Greenville through direct personal contact (Greenville Cares), neighborhood and community meetings, e-mail, media, telephone, and numerous e-newsletters.

PUBLIC INFORMATION DIVISION				
	2005-06	2006-07	2007-08	2008-09
	<u>Actual</u>	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
EXPENDITURES				
Personnel Services	\$0	\$222,555	\$488,638	\$379,533
Operating Expenditures	0	30,059	247,300	54,219
Risk Charges	0	0	5,639	5,375
Capital Outlay	0	0	0	0
	\$0	\$252,614	\$741,577	\$439,127
TOTAL EXPENDITURES				
STAFFING				
Public Information Director	0	0	1	1
Public Information Manager	0	1	1	0
Video Coordinator	0	0	0	1
Graphics Coordinator	0	0	1	1
Web Services Manager	0	0	1	1
Nbhd. Comm. Coordinator	0	1	1	1
Customer Service Coord.	0	1	1	1
Customer Service Rep.	0	1	1	1
TOTAL STAFFING	0	4	7	7

(PUBLIC INFORMATION DIVISION CONTINUED)

FY 2008-09 BUDGET HIGHLIGHTS

The Public Information budget decreases 40.8% from the FY 2007-08 Adopted Budget and reflects:

- A position change from Public Information Manager to Video Coordinator.
- The intergovernmental relations function has been placed under the City Manager's Office. The cost of the transfer is \$302,777.

STRATEGIC INITIATIVES

Financially Sound City Providing Excellent Services	Ongoing Initiative	FY 08-09 Initiative
Maintain and gain positive public exposure and establish and implement effective programs and campaigns that reflect the City's goals, missions, and initiatives using internal and external communications tools.	<input checked="" type="checkbox"/>	
Manage citizen problems, questions, and issues through Greenville Cares and route them to the appropriate City department.	<input checked="" type="checkbox"/>	
Identify and highlight (through press releases, events, GTV-15 and web sites) key good news stories that are of national, regional, or local interest.		<input checked="" type="checkbox"/>
Livable Neighborhoods and City	Ongoing Initiative	FY 08-09 Initiative
Support neighborhood involvement and initiatives through a dedicated neighborhood liaison.	<input checked="" type="checkbox"/>	

SPECIAL EVENTS DIVISION

The Special Events Division administers various community events that emphasize family participation, promotes the City's leisure facilities, and assists in events that occur in Greenville. Special Events is responsible for planning and implementing programs, classes, events, and leagues. Over 145 events are held annually, including 29 races and parades, 87 single-day festivals, 154 concert/series events, and 46 multi-day festivals.

SPECIAL EVENTS DIVISION				
	2005-06 <u>Actual</u>	2006-07 <u>Actual</u>	2007-08 <u>Budget</u>	2008-09 <u>Budget</u>
EXPENDITURES				
Personnel Services	\$201,631	\$214,834	\$275,283	\$338,513
Operating Expenditures	77,935	67,295	92,434	106,715
Risk Charges	31,286	13,811	4,158	3,925
Capital Outlay	0	0	0	0
TOTAL EXPENDITURES	\$310,852	\$295,940	\$371,875	\$449,153
STAFFING				
Program/Event Administrator	1	1	1	0
Accountant	0	0	0	1
Marketing Coordinator	1	1	1	1
Program Coordinator	1	1	1	1
Saturday Market Coordinator	0	0	1	1
Special Events Coordinator	1	1	1	1
TOTAL STAFFING	4	4	5	5

FY 2008-09 BUDGET HIGHLIGHTS

The Special Events Division budget increases 20.8% over the FY 2007-08 Adopted Budget and reflects:

- Transfer of an accountant from Parks and Recreation Administration.

STRATEGIC INITIATIVES

Vibrant Downtown and Revitalized Corridors	Ongoing Initiative	FY 08-09 Initiative
Oversee and facilitate various citywide events.	<input checked="" type="checkbox"/>	
Provide the administration of 145 event permit applications.	<input checked="" type="checkbox"/>	
Administer downtown sidewalk encroachment regulations.	<input checked="" type="checkbox"/>	

(SPECIAL EVENTS CONTINUED)

Vibrant Downtown and Revitalized Corridors	Ongoing Initiative	FY 08-09 Initiative
Plan and produce family-oriented special events and leisure services.	<input checked="" type="checkbox"/>	
Provide regulation of downtown news racks.	<input checked="" type="checkbox"/>	
Plan and produce Saturday Market May through September.		<input checked="" type="checkbox"/>

MAJOR EVENTS SCHEDULED FOR FY 2008-09

<u>Month</u>	<u>Event</u>	<u>Month</u>	<u>Event</u>
July	Red, White, & Blue Festival	October	Spinx Runners Festival
April-Aug.	Rhythm on the River	December	Greenville Poinsettia Parade
May-Aug.	Shakespeare Festival	January	The Greenville News Run/D'town
June-Aug.	Reedy River Concert Series	March	Reedy River Run/8K Road Race
April-Sept.	Downtown Alive/Block Party	March	Return to the Green/Irish Festival
April-Sept.	Main St. Jazz/Street Party	April	Artisphere
May-Sept.	Saturday Market	April	Walk America

